

Why AIA 2020

Muslims worldwide have lately become objects of political sloganeering, fear mongering and base appeals to highly negative nativist sentiments.

PERCEPTION OF ISLAM IS DEEPLY FLAWED

- 75% of US media coverage of Islam negative
- Lowest favorability rating of all US religions
- Hate crimes on Muslims increase every day



LACK OF KNOWLEDGE OF ISLAM = NEGATIVE

- NO Positive Visibility to Offset Image
- NO Powerful Media Voice on Islam in USA

AIA Founders **ADAMS, Muslim Association of VA (MAV) and Masjid Muhammad** have successfully challenged the extremists' ignorant, bigoted and violent efforts to make their narrative seem credible, and to recruit vulnerable young Muslims.

AIA's powerful counter messages will positively influence and keep Muslim youth fully on track by emphasizing/promoting our successful models.

AIA 2020 will also fully refute anti-Muslim groups that call Islam a violent cult and not a religion, and demolish any extremists' ability to win support by claiming America is "at war" with Islam.

AIA 2020 Believes

STAYING QUIET NO LONGER AN OPTION!

- Integrity demands a powerful response
- Need **Trusted Spokespersons/Models**

MUSLIMS MUST CONTROL OUR OWN DESTINY

- By Communicating the True Face of Islam
- By Mobilizing American Muslim & Youth Base to Communicate True Face of Islam

WE CAN MAKE AIA THE "TRUSTED VOICE"

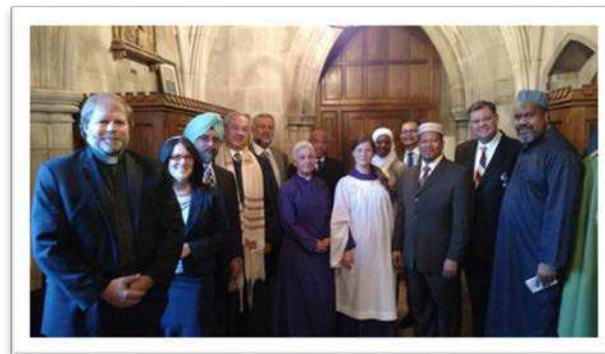
- To rebut spurious claims with facts/reality
- To Highlight Outreach Models From ADAMS/MAV/Masjid Muhammad
- To Stop the Spread of Hatred and Fear

COMMUNICATE/ENHANCE SENSE OF PRIDE

- By Muslims (especially youth) in programs and activities of AIA 2020

BETTER FUTURE FOR ALL FAITHS IN AMERICA

- PEACE, HARMONY and PROSPERITY for all
- AIA 2020 Outreach: 1 million Muslim/Non-Muslim Members Nationwide



Key AIA Objectives

ALIGN PERCEPTION OF MUSLIMS WITH TRADITIONAL AMERICAN VALUES

- Remind Americans that Muslims came to USA for same reasons as other immigrants

PROACTIVELY REBUT ANTI-ISLAM ATTACKS

- From Islamophobe/xenophobe groups Worldwide who seek to spread fear
- Regain control of the narrative/demolish such extremist mythology and deceit.



EDUCATE AMERICA & CHALLENGE VIOLENT EXTREMISM WORLDWIDE

- By emphasizing the positive messages, role models and programs of AIA 2020

GIVE YOUTH A KEY & CRITICAL ROLE

- Counteract All Negative Messages and Inducements from IS or other extremists
- Create **Youth Ambassador Groups** to
- Promote AIA across USA

Key Action Items

BUILD NATIONWIDE NETWORK & ALLIANCE

- Of Muslim & Non-Muslim religious, business, academic thought leaders

RECRUIT 1+ MILLION SUPPORTERS

- Who can help promote and deliver positive messages and image

PROFESSIONALLY CRAFT/DELIVER MESSAGES

- To connect with audiences that can most effectively influence general public

HIGHLIGHT AMERICAN MUSLIMS' KEY CONTRIBUTIONS IN ALL PROFESSIONS

- In business, academia, professions, culture, philanthropy and more

CREATE NATIONWIDE POOL OF EXPERT SPEAKERS/Writers TO PROMOTE AIA 2020

- To counter myths and misperceptions
- Most important to educate on True Islam



AIA 2020 HAS AN AMBITIOUS AGENDA

Uncommon Needs Demand Uncommon Response

America is Facing National Challenges
Unprecedented in our Entire History

Together We Can Build a Safe, Prosperous Future

With Strong Local/National Support

For Ourselves, Our Children, *and* Our Nation

AIA 2020 Can Support America's Muslims,
Interfaith Partners and ALL Ethnic minorities

To Stand Against Hatred,
and Protect Religious Freedom for All.

PLEASE JOIN US!

*For more info,
please contact us at
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One Nation | Under God

Indivisible

